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## 6.0 Communications Policies of Interest to the Faculty

Saint Mary's College of California

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## **6. COMMUNICATIONS POLICIES OF INTEREST TO THE FACULTY**

### **6.1 COLLEGE COMMUNICATIONS**

#### **6.1.1 OFFICE OF COLLEGE COMMUNICATIONS**

The Office of College Communications has the responsibility for coordinating the overall marketing, community relations, media relations and public relations efforts for the College. The Director of College Communications oversees Creative Services, Community and Government Relations, as well as Media Relations. The Director of Media Relations cooperates with the Sports Information Director and other offices on campus, which have authorization to disseminate information to the media.

Media Relations writes and edits releases to the press, including newspapers, magazines, radio and television. The department has detailed media lists, as well as information on deadlines and formats. Individuals at the College who want news releases prepared must supply the department with adequate and accurate information and consult it on the proper method of submission of photographs to the media. Materials must be submitted to the Media Relations department as far in advance of an event as possible.

Media Relations must be informed of all speakers, visiting scholars, cultural events, and symposia planned for the campus. Inquiries on such events come to the department from the media and the public, whether or not publicity has been sent out, and the department must be kept up to date. Faculty and staff are urged to notify the Director of Media Relations of any and all events taking place on campus that they feel may warrant media exposure.

Since the College Communications office is responsible for media relations at Saint Mary's College, it is critical when outside news media are scheduled to visit the campus that the office be informed of their presence. Media Relations should be provided with the reporter's and/or photographer's name, the organization they represent and the purpose of their visit. This will enable Media Relations to represent the College in the best way possible, while also assisting the reporter and the interviewee with their media needs. Such information enables them to answer questions that may be directed to them.

The College Communications office and individuals charged by it and the College President are the only persons authorized to make public statements for the institution. No faculty member is permitted to make a public statement for the institution unless specifically authorized by one of these individuals. The reputation of Saint Mary's and the rights and privacy of its community members must always be respected. It is important that persons speaking on behalf of the College be consistent in the nature of their remarks. All institutional press releases involving the College must be reviewed in advance by Media Relations. All non-institutional press releases deemed to contain sensitive material which has a bearing on the College's reputation must be reviewed directly by the Media Relations office before dissemination.

College Communications works with other departments across campus to plan marketing, public relations and promotional strategies, thus integrating efforts and creating an overall institutional strategy.

#### 6.1.2 **POLICY ON ADVERTISING AND PUBLICATIONS**

Paid display advertising to be inserted with off-campus media can be processed through the College Communications office. Headlines, copy and graphics for advertising from all departments must reflect the College as an institution of significant academic standards: e.g., the quality of work and the amount of time required for degrees and certificates are consistent with traditional College standards and those of the Western Association of Schools and Colleges (WASC). The College's name should always appear in the first reference as Saint Mary's College of California. This applies to both paid advertising and news releases. All publications and paid advertising of Saint Mary's College must seek to embody the institution's inherent merits, e.g., its Catholic background, Lasallian tradition, and the tradition of the Christian Brothers, the liberal arts tradition, the College's academic reputation and location in the Bay Area, etc.

#### 6.2 **SPEAKERS BUREAU**

Requests for speakers are frequently received by the Media Relations office. Faculty members interested in speaking may list their topics with the College Speakers Bureau organized by the office. Saint Mary's considers this an important service to the general public.

#### 6.3 **POSTERS**

In order to prepare posters to publicize an event, the College Communications office must receive the request well before the date of posting. Contact the Director concerning time requirements for the preparation of posters.

#### 6.4 **USE OF INSTITUTIONAL NAME, LETTERHEAD, ETC.**

A faculty member must have the express authority of the President or of the Vice President for College Communications before making a statement in the name of the College. However, this should not prevent faculty members from freely engaging in political or other activities, with the proviso that they "should at all times be accurate, should exercise appropriate restraint, should show respect for the opinions of others, and should make every effort to indicate that they are not speaking for the institution" (See Academic Freedom and Responsibility, section 2.9.1.)

Use of College letterhead stationery is limited to official College business.